



Subway introduces “Fresh Fit Meals”

Quickly becoming the most popular fast food outlet in Aruba, Subway shops are now offering healthy choices to accompany their low fat sandwiches. A selection of eight six-inch subs that contain less than 6 grams of fat can be converted into a “Fresh Fit Meal” for only an additional 3.10 Aruban florins.

Subway Managing Director Gina Bermudez-Leo and Sales and Marketing Manager Selimah Halabi-Maduro welcomed island press and the young contenders of the Aruba Model Search to try the new selections at their Paradera location this past week.

Customers can select one of eight tasty choices that include Sweet Onion Chicken Teriyaki, Veggie Delite, low fat ham, turkey breast plain or with ham, roast beef, The Subway Club, or oven roasted chicken breast on either whole wheat or Honey Oat bread, for a healthy alternative over common “fast foods.” An additional 1.95 florins will convert any of the sandwich fillers into an “Entrée Salad”, with an excellent choice of low fat, low calorie dressings such as Red Wine Vinaigrette or Garlic. Add to that a beverage of Diet Coke, bottled water or 1% reduced fat milk accompanied by either apples, raisins, or baked potato chips, and you have a low-fat “Fresh Fit” meal.

Ms. Bermudez-Leo emphasized that the Subway style of healthy eating made famous by Jarad Fogal, who devised the “Subway Diet” and lost 245 pounds in one year is not really a “diet” but a healthy lifestyle, where proper exercise and wise eating choices combine. As sponsors of Ronchi de Cuba’s Aruba Model Search 2007 Subway management feels that the model search also demonstrates that youth should look good by maintaining a healthy lifestyle, and they will put four models, 2 male and 2 female to the test for two weeks. Four of the contenders for models of the year have been chosen to follow the Subway regimen for 2 weeks, eating only Subway meals 3 times a day. This began on Monday, April 23, and the results will be announced two weeks later.

Subway invites everyone to try their new “Fresh Fit” Meals at any of seven locations, including the new drive-thru at the Paradera store. Subway shops are located in San Nicolas, Santa Cruz and in the Renaissance Marketplace, Alhambra Bazaar, Playa Linda Resort and Certified Megamall, with a new store opening soon in Saveneta.